

**SOUTHERN CALIFORNIA EDISON COMPANY (SCE)
NOTICE OF FILING OF APPLICATION FOR INCREASE IN ELECTRIC REVENUES:
APPLICATION FOR APPROVAL OF DEMAND RESPONSE PROGRAMS, GOALS,
AND BUDGETS FOR 2012 – 2014**

APPLICATION (A.) 11-03-003

On March 1, 2011, Southern California Edison Company (SCE) filed an application with the California Public Utilities Commission (CPUC) asking for changes in SCE's electric revenues related to its Demand Response programs.

SCE offers a variety of Demand Response Programs to help qualifying customers shift load and reduce their energy usage during peak times through load control, price response and/or short-term behavioral efforts. In Application 11-03-003, SCE requested CPUC approval to continue such programs over the 2012 – 2014 period and to collect electric revenues of \$229.037 million over this three-year period to fund these programs. If approved by the CPUC, SCE's request would result in a **decrease** of more than \$4.5 million over the revenues authorized for the 2009 – 2011 Demand Response program cycle. Because the requested electric revenues represent a decrease in the currently authorized revenues, SCE does not expect this application to result in an increase of customer base rates.

THE CPUC WELCOMES YOUR PARTICIPATION AND COMMENTS

Before acting on SCE's 2012 – 2014 Demand Response application, the CPUC may hold evidentiary hearings. At the hearings, SCE, the CPUC's independent Division of Ratepayer Advocates (DRA), and other formal parties of record provide testimony and are subject to cross-examination before a CPUC Administrative Law Judge (ALJ). These hearings are open to the public, but only those who are formal parties of record may participate. Parties may offer proposals that differ from those presented in SCE's application.

After considering all proposals and evidence presented during the formal hearing process, the assigned ALJ will issue a proposed decision which the CPUC will either adopt, amend, or modify in issuing its final Decision on the application. The CPUC's decision may differ from what is requested by SCE in its application.

FOR FURTHER INFORMATION FROM SCE

As noted above, you may review a copy of this application and related exhibits at SCE's corporate headquarters (2244 Walnut Grove Avenue, Rosemead, CA 91770). You may also view these materials at the following SCE business offices:

1 Pebbly Beach Rd. Avalon, CA 90704	30553 Rimrock Rd. Barstow, CA 92311	374 Lagoon St., Bishop, CA 93514
505 W. 14 th Ave. Blythe, CA 92225	3001 Chateau Rd. Mammoth Lakes, CA 93546	510 S. China Lake Blvd., Ridgecrest, CA 93555
26364 Pine Ave. Rimforest, CA 92378	41694 Dinkey Creek Rd. Shaver Lake, CA 93664	421 W. J St., Tehachapi, CA 93561
120 Woodland Dr., Wofford Heights, CA 93285	6999 Old Woman Springs Rd. Yucca Valley, CA 92284	

Customers with Internet access may view and download SCE's application and the papers supporting it on SCE's web site, www.sce.com/applications. Those without Internet access or anyone wishing to obtain more information about the application or hard copies of some or all of the materials should send a written request, referring to Application No. 11-03-003 to:

Southern California Edison Company
P.O. Box 800
Rosemead, CA 91770
Attention: Case Administration

Los usuarios con acceso al Internet podrán leer y descargar esta notificación en español en el sitio Web de SCE www.sce.com/avisos o escriba a:

Southern California Edison Company

P.O. Box 800
2244 Walnut Grove Avenue
Rosemead, CA 91770
Atención: Comunicaciones Corporativas

CPUC PROCESS

You may submit written comments to the CPUC's Public Advisor's Office at the address or e-mail shown below. Please state that you are writing concerning SCE's application A.11-03-003. Your comments will become a part of the formal correspondence file for public comment in this proceeding. The Public Advisor's Office will circulate your comments to the five Commissioners, the ALJ, DRA, and to CPUC staff assigned to this proceeding. You may also write to the CPUC if you need advice on how to participate in this proceeding, or would like to receive further notices regarding the date, time, and place of any hearing on SCE's application. You may also review a copy of this application and related exhibits at SCE's corporate headquarters (2244 Walnut Grove Avenue, Rosemead, CA 91770). Finally, you may also review a copy of this application and related exhibits at the CPUC's main office in Los Angeles listed below.

The Public Advisor
California Public Utilities Commission
320 West Fourth Street, Suite 500
Los Angeles, CA 90013
Email: Public.Advisor.la@cpuc.ca.gov

When writing, please refer to Application No. 11-03-003. Please state if you would like a response, otherwise no response will be sent.

March 1, 2011.